

WHAT IS CLAIMED IS:

1. A user history based multimedia service system comprising a user history storage device for storing consumption type data representing how the user consumed a multimedia content and a control unit for controlling consumption of the corresponding multimedia content using the stored user history data.

2. The user history based multimedia service system as claimed in claim 1, wherein the control unit permits or restricts the consumption of the corresponding multimedia content.

3. The user history based multimedia service system as claimed in claim 1, wherein the consumption type is at least one of a simple view for one time consumption of the content, recording of the content, backup of the content, and transfer of the content through a network.

4. The user history based multimedia service system as claimed in claim 2, wherein the control unit restricts the consumption of the multimedia content or requests payment of an additional charge by comparing the consumption type data stored in the user history storage device with a predetermined condition of the consumption.

5. The user history based multimedia service system as claimed in claim 3, wherein the simple view data is a start time or end time for the consumption of the corresponding multimedia content, the recording data are recording time and format of the content, the backup data are backup time and format of the content, and the transfer data are user's transfer time and format of the content.

6. The user history based multimedia service system as claimed in claim 4, wherein the predetermined condition of the consumption is differently set based upon a quality of the content served for the same content.

7. A user history based multimedia service system comprising a user history storage device for storing consumption behavior data representing what behavior the user consumed the multimedia content and a preference extraction unit for extracting user preference data with respect to the corresponding multimedia content using the stored user history data.

8. The user history based multimedia service system as claimed in claim 7, wherein the consumption behavior is at least one operation of a normal finish, skimming, skipping, replay, slow play, and stop for the consumption of the content.

9. The user history based multimedia service system as claimed in claim 8, wherein the normal finish is a data occurring when the content is viewed through its end, wherein the data of skimming , skipping , replay , and slow play are start and end positions of the consumption, or the start position and a length of a section from the start position, and wherein the stopped data is a designator indicating stop position of the content viewing.

10. The user history based multimedia service system as claimed in claim 7, wherein the stopp data is deleted if the viewing of the content is restarted after the stop of the viewing, is recorded as a final stop position if the viewing of the content is stopped before reaching an end of the content, and is recorded as the normal finish if the viewing of the content is stopped at the end of the content.

11. The user history based multimedia service system as claimed in claim 8, wherein in extracting the user preference data using the consumption behavior, a section described as the skimmed or skipped is determined to be a section having a low preference, and a section described as the replay or slow play is determined to be a section having a high preference.

12. The user history based multimedia service system as claimed in claim 1 or 7, wherein the user history storage device is a portable recording medium.

5 13. The user history based multimedia service system as claimed in claim 1 or 7, wherein the user history further includes access data for permitting, prohibiting, or restricting an access to the user history information.

10 14. The user history based multimedia service system as claimed in claim 1 or 7, wherein the user history further includes automatic update data for representing whether to automatically update the previous consumption data into new consumption data corresponding to the user's consumption of the multimedia content.

15 15. A method for incorporating user history data comprising:
assigning a content reference for accessing a multimedia content or metadata of the content; and
recording a user consumption pattern of a corresponding
20 multimedia content.

16. The method for incorporating user history data as claimed in claim 15, wherein the content reference uses an independent ID

regardless of a storage position of the content, so that it enables an unlimited access to the content or related metadata of the content.

5 17. The method for incorporating user history data as claimed in claim 16, wherein the content reference is a digital object ID (DOI), a content reference ID (CRID) of Content ID Forum (CIDF), or an UMID of SMPTE.

10 18. The method for incorporating user history data as claimed in claim 15, wherein the user consumption pattern of the multimedia content includes a consumption type data representing how the user consumed the multimedia content.

15 19. The method for incorporating user history data as claimed in claim 18, wherein the consumption type is at least one of a simple view for one time consumption of the content, recording of the content, backup of the content, and transfer of the content through a network.

20 20. The method for incorporating user history data as claimed in claim 15, wherein the user consumption pattern of the multimedia content includes a consumption behavior data representing what

behavior the user consumed the multimedia content.

21. The method for incorporating user history data as claimed in claim 20, wherein the consumption behavior is at least one operation of a normal finish, skimming, skipping, replay, slow play, and stop.

22. A method for incorporating user history data comprising:
recording consumption type data representing how a user consumed a multimedia content;
recording consumption behavior data representing what behavior the user consumed the multimedia content; and
assigning an automatic update information with respect to the recorded consumption type data and consumption behavior data.

23. The method for incorporating user history data according to claim 22, wherein the consumption type data include a simple view data, recording data, backup data, transfer data, program identifier for representing the corresponding content, and control data for an access to the recorded data.

24. The method for incorporating user history data according to claim 22, wherein the consumption behavior data include a normal

finish data, skimmed data, skipped data, replay data, slow play data, stopped data, program identifier for representing the corresponding content, and control data for an access to the recorded data.

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25. A user history based multimedia service system for providing a multimedia content by a multimedia content service means and a multimedia content viewing means provided therein, the system comprising the steps of:

10 providing the multimedia content from a multimedia content server to a client;

recording a user's consumption pattern of the content corresponding to the provided multimedia content when the provided multimedia service is consumed, and

15 controlling a multimedia content service based on the recorded user's consumption pattern of the content.

20 26. The user history based multimedia service system as claimed in claim 25, wherein the user's consumption pattern is a consumption type representing how the user consumed the provided multimedia content.

27. The user history based multimedia service system as claimed

in claim 26, wherein the consumption type is at least one of a simple view, recording, backup, and transfer.

28. The user history based multimedia service system as claimed in claim 25, wherein the user's consumption pattern is a consumption behavior representing when and how much a display of the corresponding multimedia content or movement of viewing section was performed.

29. The user history based multimedia service system as claimed in claim 28, wherein the consumption behavior is at least one operation of a normal finish, skimming, skipping, replay, slow play, and stop.